



Blade Flag

Sales Education

Sales Cheat – how and when to sell it

When a customer needs to increase visibility outdoors without taking up a large amount of space, that's usually where a blade flag becomes relevant. It works particularly well at retail forecourts, outdoor events, hospitality venues and promotional spaces where attracting attention from a distance is important.

The advantage isn't simply the height of the display. The distinctive blade shape creates a strong visual presence while using a relatively small footprint, making it suitable where space is limited but visibility still matters. With graphics visible from both sides and a stable base, it provides a practical solution that can be positioned where it has the greatest impact.

It's worth asking where the flag will be used, whether it will remain in one location or travel between events, and how exposed the site is. Those questions help ensure the correct base and complete flag system are recommended for the application.

This is the right product to recommend when the customer wants a portable outdoor display that is easy to deploy and highly visible. It helps improve brand awareness while reducing the risk of choosing a display that occupies more space than the location allows.

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Common objections and calm responses

“Will it stand up outdoors?”

With the correct base for the environment, it's designed to provide a stable outdoor display for everyday promotional use.

“Is it difficult to assemble?”

No. It's designed to be assembled and dismantled quickly, making it well suited to events and temporary promotions.

“Can I use it indoors as well?”

Yes, provided the appropriate base is selected for the environment where it will be used.

“Will people see the message from both directions?”

Yes. The double-sided graphic helps maximise visibility for people approaching from either direction.

“What artwork should I supply?”

Our Design Guidelines include downloadable templates to help ensure artwork is supplied correctly and production runs smoothly.

“They're comparing it with a pull-up banner.”

Both products have their place. A blade flag is designed to attract attention outdoors over a greater distance, while a pull-up banner is generally better suited to indoor environments.